

WHAT IS CLAIMED IS:

1. A polarizing element comprising a reflective polarizing plate for separating incident natural light into reflected light and transmitted light both of which are composed of polarized light, and a light-diffusion pressure-sensitive adhesive layer provided to the reflective polarizing plate.
2. The polarizing element according to claim 1, wherein the reflective polarizing plate is selected from the group consisting of a linearly-polarized light separation plate, a circularly-polarized light separation plate, and a combination of a circularly-polarized light separation plate and a retardation plate.
3. The polarizing element according to claim 2, wherein the circularly-polarized light separation plate comprises a cholesteric liquid crystal layer.
4. The polarizing element according to claim 3, wherein the cholesteric liquid crystal layer is a liquid crystal polymer layer that is Granjean-oriented on a transparent polymer substrate via an orientation film.
5. The polarizing element according to claim 4, wherein the cholesteric liquid crystal layer has a superimposed structure of cholesteric liquid crystal layers different from each other in a helical pitch of the Granjean orientation.
6. The polarizing element according to claim 2, wherein the retardation plate is a quarter wavelength plate.
7. The polarizing element according to claim 2, wherein the light-diffusion pressure-sensitive adhesive layer is interposed between the circularly-polarized light separation plate and the retardation plate.
8. The polarizing element according to claim 1, wherein the light-diffusion pressure-sensitive adhesive layer is made of a polymer containing uncolored transparent particles.
9. The polarizing element according to claim 8, wherein the polymer is an

acrylic polymer having a weight average molecular weight of at least 100,000.

10. The polarizing element according to claim 8, wherein the uncolored transparent particles having an average particle diameter ranging from 0.5  $\mu\text{m}$  to 20  $\mu\text{m}$  are selected from inorganic particles and organic particles.

11. The polarizing element according to claim 1, wherein the light-diffusion pressure-sensitive adhesive layer is provided adjacent to the reflective polarizing plate.

12. A liquid crystal display having a polarizing element comprising a reflective polarizing plate for separating incident natural light into reflected light and transmitted light both of which are composed of polarized light, and also a light-diffusion pressure-sensitive adhesive layer provided to the reflective polarizing plate.

13. A method of manufacturing a polarizing element, wherein the polarizing element comprises a reflective polarizing plate for separating incident natural light into reflected light and transmitted light both of which are composed of polarized light, and a light-diffusion pressure-sensitive adhesive layer provided to the reflective polarizing plate.

14. The method according to claim 13, wherein the light-diffusion pressure-sensitive adhesive layer is provided adjacent to the reflective polarizing plate.

15. The method according to claim 13, wherein the reflective polarizing plate is selected from the group consisting of a linearly-polarized light separation plate, a circularly-polarized light separation plate, and a combination of a circularly-polarized light separation plate and a retardation plate.

16. The method according to claim 13, wherein the light-diffusion pressure-sensitive adhesive layer is made of a polymer containing uncolored transparent particles.

17. The method according to claim 16, wherein the polymer is an acrylic

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polymer having a weight average molecular weight of at least 100,000.

18. The method according to claim 16, wherein the uncolored transparent particles having an average particle diameter ranging from 0.5  $\mu\text{m}$  to 20  $\mu\text{m}$  are selected from inorganic particles and organic particles.

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